



# HELLENIC RUG IMPORTS

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October 8, 2006

Press release

## **High Point International Furniture and Accessory Show**

Hellenic has high expectations for a great turnout for the October High Point Market.

New Collections, additions to current lines, the début of the 410 page VII edition Catalog and their High Point Greek party are just some of the reasons to visit Hellenic's showroom..

Hellenic will be featuring their Famous Home Designer Line by **Candice Olson**:

Hellenic will be offering their dealers special programs related to promoting the Candice Olson line via direct Links from her TV show Devine Design on HGTV.

**Candice Olson** will be making 2 guest appearances at Hellenic's showroom Oct 17<sup>th</sup> from 2pm to 4pm and 18<sup>th</sup>, from 11:30AM to 1PM talking about her Collection and future creations, and signing of her New 32 page exclusive Area Rug Catalog.

**Bob Mackie**: Hellenic has incorporated the Bob Mackie Collections to be distributed through their normal distribution channels. His Full Collection is featured in Hellenic's IIV Edition Catalog and Hellenic will be offering special pricing for their customers for opening orders.

Hellenic will unveil **its Florence Collection** in High Point. Eight unique transitional designs in multi ply, yarns with fresh hot colors. Designs inspired by the Italian flare for color style and design.

Hellenic will feature its **Private Reserve Collection**, traditional High-end 15/15 hand-knotted constructions that are programmed and stocked in sizes from 6x9 to 12x18. Hellenic will also offer for the first time in High Point **100% pure silk** Hand Knotted rugs from Kashmir from sizes 2x3 to 9x12 at unbelievable prices.

Hellenic will be featuring all **1000 plus rugs** that are in their New VII Edition Catalog and will be giving this catalog to all their customers attending. Hellenic will also dedicate one Rack of the remaining discontinued rugs. The final rugs will be offered at 50% off.

**Direct Ship Program**: Hellenic will be featuring 20 new fashion designs and colors in Contemporary and Transitional Designs. These rugs are outside Hellenic's normal 1,000 plus running line and will be available to their customers who want to take advantage of container pricing without having to buy a



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container. These fine Hand Tufted rugs are dense 80 Line construction out of China made of Poly acrylic Blend and are ideal for Furniture Stores since they hardly shed at all. One of the most common complaints of Furniture stores is the shedding of cheap wool rugs. Hellenic has developed this quality so it can retail for \$149 for a 5x8. The look and hand of these fine thick Hand Tufted rugs have the appearance of fine wool rugs. "This is a category that must be seen by furniture retailers, we strongly believe this can be a solution for Furniture retailers." Says Steve Mazarakis CEO Hellenic Rug Imports

**Greek Party:** As always Hellenic will have their High Point Greek Party with wine Fine Greek Cuisine music and dancing, Wed, Oct 18<sup>th</sup> at 5PM at Hellenic's Showroom, Market Square Building M57 next to the Boiler Room.

For further information  
Call Steve Mazarakis at 917-488-0566